

## wxyz ORDE

Flight Dates 10/30/12-11/06/12

<u>Order Sep</u> 00:20:00

Product Estimate # 1536 Week 1

Contract / Revision 305719 / Citizens for Affordable Quality Hon Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

07/24/12 09/18/12 Billing Contact Order Type GENERAL

Advertisor Citizens for Affordable Quality Billing Cycle EOM/EOC

Advertiser Citizens for Affordable Quali 1322 G Street SE Billing Cycle EOW/EOC Billing Cycle Billin

Washington, DC 20003

Demographic A25-54

Agency New Media Firm

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL

1322 G Street SE Sales Region NAT Priority P-1

Washington, DC 20003 Agency Ref 2 Advertiser Ref

**Primary Account Executive** 

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Order Share % Market Value

Competing Station	on % of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 November 2012
 119
 \$102,977.50
 \$121,150.00
 0.00
 10/29/12
 11/06/12
 119
 \$102,977.50
 \$121,150.00

Totals 119 \$102,977.50 \$121,150.00 0.00

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WXYZ	10/30/1	2 11/06/12	430 AM News	CM	430a-5a	11111	:30	5	\$150.00 P-4	0.00 NM	6	\$900.00
			7 Action News Th	is Morni								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- 1111	4	\$150.00	0.00						
Week: 11/0	05/12	11/11/12	11	2	\$150.00	0.00						
E 2 WXYZ	10/30/1	2 11/06/12	5am News M-F	CM	5-6am M-F	11111	:30	5	\$400.00 P-3	0.00 NM	6	\$2,400.00
			5am News M-F									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- 1111	4	\$400.00	0.00						
Week: 11/0	05/12	11/11/12	11	2	\$400.00	0.00						
E 3 WXYZ	10/30/1	2 11/06/12	GMA M-F 7-9am	CM	7-9am M-F	22222	:30	10	\$900.00 P-3	0.00 NM	12	\$10,800.00



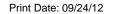


Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

## Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

Ln Ch Start	End	Inventory Code	Prook	Stort/End Ti	ma Dava	Len Spo	ato.	Rate Pri	Dta Tuna	Tota	_
Ln Ch Start	End	Inventory Code M-F 7-9am	DIEak	Start/End Ti	me Days	Len Spo	JIS	Rate Fil	Rig Type	Spois	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week: 10/29/12	11/04/12	- 2222	8	\$900.00	0.00						
Week: 11/05/12	11/11/12	22	4	\$900.00	0.00						
E 4 WXYZ 11/03/	12 11/03/12	Action News SAT Action News SAT		SAT 6-7am	S-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 5 WXYZ 11/03/	12 11/03/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	Rate \$350.00	Rating 0.00						
E 6 WXYZ 11/03/		Action News SAT	8am CM	SAT 8-9am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
_ 0,00,	,,,,,,	Action News SAT		<b>5</b> /11 <b>5 54</b> 11.	_	.00		Ψοσοίοσι	0.00 1		Ψσσσ.σσ
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 7 WXYZ 11/04/		GMA SUN 7-8am		SUN 7-8am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
L / WX12 11/04/	12 11/04/12	GMA SUN 7-8am		JOIN 7-Jaili	5	.50	'	ψ550.001 -4	0.00 INIVI	'	ψ330.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	S	1	\$350.00	0.00						
E 8 WXYZ 11/04/	/12 11/04/12	Action News SUN Action News SUN		Sun 8-930am	1S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 9 WXYZ 10/30/	12 11/06/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	22221	:30	9	\$500.00 P-4	0.00 NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	- 1221	6	\$500.00	0.00						
Week: 11/05/12	11/11/12	22	4	\$500.00	0.00					_	
E 10 WXYZ 10/30/	12 11/05/12	M-F 10a-11a M-F 10a-11a	СМ	10-11am M-F	11111	:30	5	\$400.00 P-4	0.00 NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	- 1111 1	4	\$400.00 \$400.00	0.00 0.00						
E 11 WXYZ 10/30/		12p Noon News	CM	12-1pm M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
		12n-1p									
Start Date	End Date	Weekdays 1111	Spots/Week	Rate	Rating						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	- 1111 1	4	\$500.00 \$500.00	0.00 0.00						
E 12 WXYZ 10/30/		M-F 4-5pm	CM	4-5pm M-F	11111	:30	5	\$900.00 P-3	0.00 NM	5	\$4,500.00
_ 1_ 11 10,00,	,,,,,,	Dr. Oz	· · · ·	. op	1111	.00	ŭ	φοσοίσοι σ	0.00 1	· ·	ψ.,σσσ.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	- 1111 1	4	\$900.00	0.00 0.00						
Week: 11/05/12 E13 WXYZ 10/30/	11/11/12	5p News	CM	\$900.00 5-6pm M-F	11111	:30		\$1,000.00 P-4	0.00 NM	5	\$5,000.00
		5-6pm M-F		·		.50	3	φι,000.00 F-4	U.UU INIVI	ວ	φ5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	- 1111 1		\$1,000.00 \$1,000.00	0.00 0.00						
E 14 WXYZ 10/30/		6p News	CM	6-630pm M-F		:30	5	\$1,200.00 P-3	0.00 NM	5	\$6,000.00
		6-630pm M-F									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		







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Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

## Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

la Chart	C no al	Inventory Code	Drook	Oto at/Find Time	na Davia	Lan Coat	- Data Dri	Dear Trum	Tota	
Ln Ch Start		Inventory Code		Start/End Tim		Len Spot				Amount
E14 WXYZ 10/30/		6p News 6-630pm M-F	СМ	6-630pm M-F	11111	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays - 1111		\$1,200.00	Rating 0.00					
Week: 11/05/12	11/11/12	1		\$1,200.00	0.00					
E15 WXYZ 10/30/	12 11/05/12	7p News M-F 7-730p	СМ	7-730pm M-F	11111	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10/29/12	11/04/12	- 1111 1		\$1,200.00	0.00					
Week: 11/05/12	11/11/12			\$1,200.00	0.00	.00	4	0.00 NIM	4	£4 000 00
E16 WXYZ 11/03/		Sat 7-8pm		7-8pm Sat		:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
Week: 10/29/12	End Date 11/04/12	Weekdays S-		\$1,000.00	Rating 0.00					
Spot Ch Date R		escription Setumber		t/End Time		<u>eekdays</u> Sa		Rtg Type		
1 WXYZ 10/29/ See MG 10		iccess Salurday	7-op	m Sat		sa	:30 <del>(\$1,000.00)</del>	0.00 /1///		
	S EARLY NEV	VS SA 7pm1								
•		arly News Sa 7p (F	Foll Sport:7pm	Sat		Sa	:30 \$1,000.00	0.00 NM		
		, , , ,					. ,			
E 17 WXYZ 11/04/	12 11/04/12	Early News Su Su 6-630p	СМ	6-630pm Sun	S	:30	1 \$750.00 P-4	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10/29/12	11/04/12	S	1	\$750.00	0.00					
E 18 WXYZ 10/31/	12 11/02/12	Access M-F 730-8 M-F 730-8pm	Врт СМ	730-8pm M-F	1- 1	:30	2 \$1,800.00 P-3	0.00 NM	2	\$3,600.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1- 1	Spots/Week	Rate \$1,800.00	Rating 0.00					
E 19 WXYZ 10/30/		Late News M-Su	CM	11-1135pm M-		:30	4 \$2,000.00 P-4	0.00 NM	4	\$8,000.00
		11pm Action New	/s Updat⊢	·			* /			, , , , , , , , , , , , , , , , , , , ,
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays - 1- 1- 1-	Spots/Week	Rate \$2,000.00	Rating 0.00					
Week: 11/05/12	11/04/12	1		\$2,000.00	0.00					
E 20 WXYZ 10/30/		M-F 1135p-1205a		1135pm-1205a		:30	5 \$750.00 P-4	0.00 NM	5	\$3,750.00
01	E. J.D.	Nightline	0	D-1-	Detien					
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> - 1111	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00					
Week: 11/05/12	11/04/12	1	1	\$750.00 \$750.00	0.00					
E 21 WXYZ 10/30/		M-F 1205a-105a Jimmy Kimmel Li	CM	1205am-105ar		:30	5 \$250.00 P-4	0.00 NM	5	\$1,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- 1111	4	\$250.00	0.00					
Week: 11/05/12	11/11/12	1	1	\$250.00	0.00					
E 22 WXYZ 10/30/	12 11/05/12	M-F 106a-206a M-F 106a-206a	СМ	106am-206am	11111	:30	5 \$150.00 P-4	0.00 NM	5	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- 1111	4	\$150.00	0.00					
Week: 11/05/12	11/11/12	1	1	\$150.00	0.00					
E 23 WXYZ 11/03/	12 11/03/12	SA 1130p-1230a SA Greys	СМ	1130pm-1230a	amS-	:30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00					
110011. 10/20/12	11,54,12		<u>'</u>	Ψ200.00	0.00					





Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

Ln Ch Start End	Inventory Code Brea	k Start/End Time Days	Len Spots	Rate Pri	Pta Type	Tota	als Amount
E 24 WXYZ 11/04/12 11/04	•	1130pm-12amS	:30 1		0.00 NM	1	\$550.00
	SU 1130p-12a			***********			*************
Start Date End Da							
Week: 10/29/12 11/04/1 E 25 WXYZ 11/05/12 11/05	-	1 \$550.00 0.00 10-11pm Monday M	:30 1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
E25 WATZ 11/05/12 11/05	Castle	10-11pm Monday M	.50 1	φ5,000.00 F-3	U.UU INIVI	<b>'</b>	\$5,000.00
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 <u>End Date</u>		<u>Rate</u> <u>Rating</u> 0.00					
E26 WXYZ 10/30/12 10/30	12 Tuesday Prime C CM Private Practice	10-11pm Tuesday - T	:30 1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>11/04/1</u>	2 - T	1 \$5,000.00 0.00					
E 27 WXYZ 11/01/12 11/01	Missing	8-9pm ThursdayT	:30 1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Date End Da Week: 10/29/12 11/04/1		<u>k Rate Rating</u> 1 \$4,000.00 0.00					
E 28 WXYZ 11/02/12 11/02		8-9pm FridayF	:30 1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Date End Da Week: 10/29/12 11/04/1		<u>Rate</u> <u>Rating</u> 0.00					
E 29 WXYZ 11/03/12 11/03	12 ABC Saturday Night FootiM ABC's Saturday Night Foo	SA 8pm-1130pmS-	:30 1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Da</u> Week: 10/29/12 <u>End Da</u>		<u>Rate</u> <u>Rating</u> 0.00					
E30 WXYZ 11/04/12 11/04	12 Sunday Prime A CM AFHV	7-8pm SundayS	:30 1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
Start Date   End Date   Week: 10/29/12   11/04/1		1 \$3,000.00 0.00					
E31 WXYZ 11/04/12 11/04	12 Action News SUN 6am CM Action News SUN 6am	SUN 6-7amS	:30 1	\$250.00 P-4	0.00 NM	1	\$250.00
Start Date   End Date   Week: 10/29/12   11/04/1		k <u>Rate</u> <u>Rating</u> 1 \$250.00 0.00					
E32 WXYZ 10/30/12 11/05	12 M-F 11a-12n CM M-F 11a-12n	11am-12pm M-F 11111	:30 5	\$750.00 P-4	0.00 NM	5	\$3,750.00
Start Date End Date Week: 10/29/12 11/04/1 Week: 11/05/12 11/11/1	2 -1111	<u>Rate</u> <u>Rating</u> 4 \$750.00 0.00 1 \$750.00 0.00					
E33 WXYZ 11/03/12 11/03		1am-2am S-	:30 1	\$175.00 P-3	0.00 NM	1	\$175.00
Start Date End Da Week: 10/29/12 End Da 11/04/1		<u>k</u> <u>Rate</u> <u>Rating</u> 1 \$175.00 0.00					
E 34 WXYZ 11/04/12 11/04		12am-1amS	:30 1	\$250.00 P-4	0.00 NM	1	\$250.00
Start Date End Da Week: 10/29/12 11/04/1		<u>Rate</u> <u>Rating</u> 1 \$250.00 0.00					
E 35 WXYZ 10/31/12 10/31	12 Wednesday Prime A CM Middle/Suburgatory	8-9pm Wednesday W	:30 1	\$4,500.00 P-3	0.00 NM	1	\$4,500.00
Start Date         End Date           Week: 10/29/12         11/04/1		<u>Rate</u> <u>Rating</u> 0.00					
E 36 WXYZ 10/30/12 11/06	12 6am News M-F CM Action News 6am	6-7am M-F 11111	:30 5	\$900.00 P-3	0.00 NM	6	\$5,400.00

**WXYZ** 

Print Date: 09/24/12

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WXYZ BETROIT STROIT POLICION

Contract / Revision 305719 Flight Dates 10/30/12-11/06/12 Hiatus Dates

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Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1536 Week 1

											Tota	als_
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E36 WXYZ	10/30/1	2 11/06/12	6am News M-F Action News 6am	СМ	6-7am M-F	11111	:30	5	\$900.00 P-3	0.00 NM	6	\$5,400.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- 1111	4	\$900.00	0.00						
Week: 11/0	05/12	11/11/12	11	2	\$900.00	0.00						
E37 WXYZ	11/04/1	2 11/04/12	SU 1a-2a	CM	1am-2am	S	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
			SU 1a-2a									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	S	1	\$175.00	0.00						
E38 WXYZ	10/30/1	2 10/30/12	Tuesday Prime B	CM	9-10pm Tu	esday - T	:30	1	\$9,000.00 P-3	0.00 NM	1	\$9,000.00
			Happy Endings/A	pt23	•	•						
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- T	1	\$9,000.00	0.00						
E39 WXYZ	11/02/1	2 11/02/12	Friday Prime C	CM	10-11pm Fi	riday F	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
			20/20		•	•						
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	F	1	\$4,000.00	0.00						
E40 WXYZ	11/04/1	2 11/04/12	Sunday Prime C	CM	9-10pm Su	ndayS	:30	1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
			Revenge		•	-						
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	S	1	\$5,000.00	0.00						

Totals 119\$121,150.00